# El Excentrico

Humberto Garcia Publisher September 5, 1974

## SEÑORITA MEXICO 1974

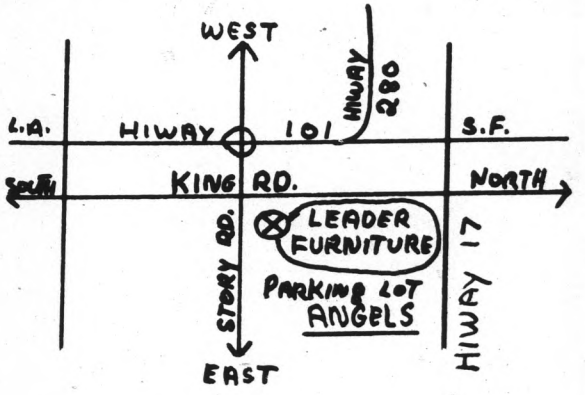


Toni Sanchez

**PROGRAMA LITERARIO MUSICAL** **8:00 a 10:00 p.m.**

**Jueves 12 de Septiembre 1974** **SAN JOSE CIVIC AUDITORIUM**






**FREE - 90-DAY LAYAWAY**
**BANK FINANCING**
**MASTER CHARGE BANKAMERICARD**

YOU CAN HAVE THIS
BEAUTIFUL 6-PIECE
LIVING ROOM (Complete)

**for ONLY $379.00**

Many Other Lower Priced
Available - Many Colors and
Fabrics to Select from

## LEADER FURNITURE (Next to Angels)

Story and King Road

1773 STORY ROAD

Tel. 923-7818

## Mary Crawford Dies In Car Accident



POSIBLEMENTE esta sea la ultima foto que fue tomada de la extinta Mary Crawford, es en la Feria del Condado de Santa Clara durante el programa de Radio LA HORA de MEXICO dirijida por el locutor Carlos Gomez.

Funeral services were held Saturday, August 31, 1974 for Miss Mary Crawford who was killed August 28 in a San Jose traffic accident. Miss Crawford, 36, was a native of Istanbul, Turkey.

Miss Crawford was a resident of the county for 15 years and was co-owner of Tropicana Lodge. She lived at 2964 Neet Ave.

She was killed when the car she was driving struck a tree on Genevieve Lane near Ori Lane. A passenger, Anita Martinez Solarez, of 973 Pascal Ave., was admitted in serious condition to Valley Medical Center.

Officers said the Crawford car was southbound on Ori when it made a right turn onto Genevieve, then veered across the street out of control and smashed into the tree.

Miss Crawford is survived by two friends, Harry Evans of San Jose and Eric Evans of Alamo.

Funeral services were held at 10:30 a.m., Saturday at Oak Hill Mortuary's Chapel of the Oaks. Trisagion services were held at 8 p.m. at the chapel with Father Kllinikos officiating. Burial was at Oak Hill Memorial Park.

**Obtenga su Revista EXCENTRICO en las tiendas que aqui se anuncian**


**PACIFIC TELEPHONE**

**An Equal Opportunity Employer**

**AGENCIA de PROPIEDADES**



VENTA DE CASAS

Todas Clases - Todos Tamaños

A todos Precios!

LLAME HOY MISMO

**JOSE J. ALVARADO**

**297-1339 1190 E. Santa Clara St.**

**MADAM ZORA**

**ADIVINADORA**



Posee Gran sabiduria para ayudarle en todos sus Problemas

SALUD - AMOR

NEGOCIOS

ENFERMEDAD

TRABAJO

**295 - 6210** **144 S. Second St.**

Proctor's Jewelers

SALUDA A LA COMUNIDAD MEXICANA de San José, en ocasión de la Fiesta Patria

( Since 1945 )

295 - 4060 91 S. First St.

San Jose, California

Pete Reyes, Jr.

Mauro Anchondo

PARA ASISTIRLE EN ESPAÑOL

CONTAMOS con todo lo Relacionado en el Ramo de JOYERIA ! Marcas como Omega, Rolex, Bulova Gold Master, Forever Yours Etc.

LAS MEJORES FACILIDADES de PAGOS Se le Atendera a Ud. como Ud. se merece RESPALDAMOS TODA NUESTRA MERCANCIA !

## EQUALITY PROCLAMATION

A County resolution for Women's Equality and Affirmative Action is signed by Chairman Sig Sanchez, County Board of Supervisors. With him are Marian Bayham, left, of the Association of Third World Women, and Cari Beauchamp, state chairperson, National Women's Political Caucas. Ms. Rina Rosenberg read the resolution in English to the Supervisors and Erlinda Avena, not shown, of Economic and Social Opportunities, Inc., read a Spanish version.



LE DEFAIR BEAUTY SALON

(Bajo Nueva Gerencia)

"Your Friendly Neighborhood Beauty Salon"

Specializing in Blower Cuts and Long Hair

Abierto Martes y Miercoles 9:00 a 5:00 p.m.
Jueves y Viernes hasta las 8:00 p.m.
Sabados hasta las 4:00 p.m.
Cerrado los Domingos y Lunes

Para una cita llame 258-9990



Las Amigas LUPE Y LUCY

14020 WOODHAVEN DRIVE

At South White Road

CITY OF SAN JOSE
CALIFORNIA

# CURRENT JOB OPENINGS

## Equipment Serviceman $751 - $914 per month

Any combination equivalent to c ompletion of the tenth grade and one year of responsible experien ce in garage or service station work.

FINAL FILING DATE: September 6, 1974

## Parks Equipment Operator $796 - $968 per month

Graduation from high school plus one year of experience operating simple automotive mowing equipment.

FINAL FILING DATE: September 13, 1974.

## Storekeeper $824 - $998 per month

Equivalent to high school graduation plus two years experience in storekeeping, warehousing or related work.

FINAL FILING DATE: September 6, 1974

## Groundsman I $739 - $899 per month

Equivalent to the completion of eighth grade.

Applications will be accepted only on Thursday, September 12, 1974, 7:00 a.m.-6:00 p.m. at the Employment Development Department (HRD) King Road and Alum Rock.

## School Crossing Guard (Part Time)

## $3.23 - $3.93 per hour

One year of work experience involving direct contact with the public. Equivalent to graduation from high school.

Contact PERSONNEL DEPARTMENT
Room 215, City Hall 801 North First Street
San Jose, California 95110

**AGENCIA DE INHUMACIONES**

## Lima Family
## Erickson

**710 WILLOW STREET**
**SAN JOSE**
**295-5160**



Ruth Salazar

24 - Hour
Telephone Service
**SE HABLA ESPAÑOL**

## Lima Family
## Santa Clara Mortuary

**466 N. WINCHESTER BLVD.**
**SANTA CLARA**
**296-2977**



Margarita Tranchina

# RUDY CASTILLO MOTORS INC.




Iz. a der: Rudy Castillo Jr. Pres
Rudy Castillo Sr. Gerente Gen.
Pete Rojas Vice-Presidente

**La Casa Verdadera del Latino**

Donde todos los Carros que Ud. Compre tienen un AÑO de GARANTIA Incondicional

Entregamos cualquier carro, Ahorre hasta $1100 en Chevies, Impalas Montecarlo y Trocas.

**Solo Paque $3.00 por el Transfer Fee con la Aprobacion de su Credito**

**249-6311 3896 Stevens Creek Blvd. (At Saratoga Av.)**

## EMPLOYMENT OPPORTUNITIES

Must now be employed and free to work 4 evenings 6:30 to 10 p.m., plus Saturday, 9:30-2 p.m. or 5 evenings 6:30-10 p.m. in my small appliance business of air treatment equipment. $280 mo. Guaranteed salary or profit sharing program, whichever you prefer. For interview call 288-6956, 3-9 p.m.

## OPORTUNIDAD TIEMPO EXTRA

Desea ud. progresar trabajando tiempo extra 4 tardes de 6:30 a 10 y los sabados de 9.30 a 2 p.m. en un pequeno negocio de aparatos. Para el hogar $280 al mes o comicion lo que ud. prefiera para mayor informacion lla mar al 228-6956 en la area de San Jose llam ar de 3 p.m. a 9 p.m

## FOREIGN FAIR VISITORS

Officials from a Fair in Mexico recently presented the Santa Clara County Fair Association with a hand-made hand-painted plate expressing friendship between the two similar organizations.

Jose L. Doniz, from left, and his brother Maria, Jr., from "Casa Popular de la Juventad" in La Magdelena Contreras, D. F. Mexico, gave the plate carrying an imge of a church built 350 years ago to Fair Manager Jerry Best.

Mario, Sr., right, lives in San Jose, Calif.




# SEAT COVER KING

**FURNITURE & AUTO UPHOLSTERY**

VINYL TOPS

COMPLETE CUSTOM UPHOLSTERY

CONVERTIBLE TOPS

Recovering - Upholstering

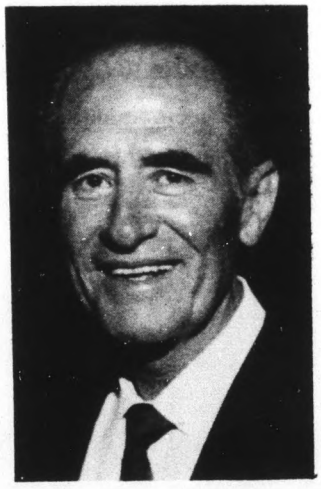
Cover your New Furniture with PURE PLASTIC - Free Estimates !

***JOE MOYA, Prop.***

**286 - 3434 905 N. 8th St. Off Hedding**




# GARCIA PRINTING



TALLER DE IMPRENTA MEXICANO

IMPRENTA - LITOGRAFIA

Servicio de INTERTIPO

★ INVITACIONES

★ CARTULINAS

★ FOLLETOS

15 AÑERAS Invitations

WEDDING INVITATIONS

Talleres de la Revista EXCENTRICO

Humberto Garcia, Director

292 - 4273 274 TERRAINE ST. SAN JOSE, CALIF.

# *Jess* Garage

**Taller Mexicano de Mecanica**



JESS IZQUIERDO, Prop.

ELECTRONIC SCOPE TUNE-UP

COMPLETE OVERHAUL

Brakes - Generators - Starters

Lunes a Sabado 8:00 a 6:00 p.m.

Master Charge Plan Bank Americard

First National Card

FREE TOWING SERVICE

**295 - 3334 115 S. 28th St.**

**BOB LEWIS VOLKSWAGEN**



**CARROS NUEVOS y USADOS**

Mencione el EXCENTRICO y reciba $100 de DESCUENTO en la compra de un Auto. Pregunto por JOHNNY NIETO

FACILIDADES de PAGO - GARANTIA

**286-8800 — 1560 N. FIRST ST.**

*CRITICA SOCIAL*

*por Rudy Belloumini*



"Una injusticia hecha al individuo es una amenaza hecha a toda la sociedad"—Montesquieu. An injustice made towards an individual is a threat made to all of society.




RAY GONZALES, Chicano Activist for Chicano causes, did it again . . . He refused to serve on jury duty for the following reason: (His proclamation to the Presiding Judge Duvaras) "I cannot serve on any jury as a matter of conscience. I feel, as a Chicano, that local justice is no justice, as long as Judge Gerald S. Chargin sits on the bench. I don't believe in the judicial system as exemplified locally by the support the judges in this County give Judge Chargin. I cannot in good faith do justice in the courts serving as a trial juror. If I served on any jury it would amount to tacit approval of the system I deplore. I would tend to be prejudicial in any case. In the last five years, other Chicanos have also refused, including my wife, and for the very same reason. It is a sacrifice, but if we really want justice, then we should be willing to sacrifice."—Ray Gonzales. El camarada Ray, is the only Chicano to this date to refuse to serve jury duty twice for the same reason. What I can't understand why they still call him for "jury duty" (?) "El derecho es para cada uno la

( continued next page )

MARCHA CONTRA LA MIGRA was held on Saturday, August 24th in San Jose. COMITE NACIONAL HERMANDAD GENERAL DE TRABAJADORES, C.A.S.A., held a protest march thru the streets of downtown S. J. to demonstrate the abuses and injustices made against "Mejicanos sin papeles" by LA MIGRA. C.A.S.A. es una organizacion dedicada al servicio y proteccion del inmigrante sin papeles. Ellos reconocen las condiciones economicas que traen a Mexicanos y otros a este país y reconocen tambien que dentro de esta actividad hay muchos casos de abuso e injusticias contra esos aprendidos por la Migra. Dice



## CRITICA SOCIAL . . . . . (CONT.)

facultad de exigir de los otros el respeto de la dignidad humana en su persona."—Proudhon.

* * *

C.A.S.A, "por eso marchamos juntos para protestar tal injusticias y abusos y proteger los derechos como humano y como obrero." For further info., call 998-4255 or drop by their CASA at 937 Locust St., in S. J. "Un daño contra uno es un daño contra todos".



Ever watch los Boricuas Teams bowl every Thursday night at the 4th Street Bowl in S. J.??? CASA DE BORINQUEN Bowling Team really has a score to settle. This newly-formed Puerto Rican group is the pride of not only los Portorriqueños, in the bay area but the whole community is very proud of their continued success. En dos por tres, they have their own hall for meetings, dances, weddings, receptions, parties, etc., etc. For the use of their hall, drop by at 55 E. Humboldt St., or call el presidente John G. Miranda, 225-2397. In the line-up from l-r kneeling: Iris, Cookie, Silvia and Julie; standing: "El Indio" Israel, Millie, Don Gonzalez, Mary, Carmen, Johnny, el presidente; y VICENTE, "the man behind the scenes." Vicente Santiago is the Ch. of the Bd. of Directors and heads the bowling teams. CASA DE BORINQUEN officers are: John G. Miranda, presidente; Vicente Santiago, Vice-Pres.; Milagro Miranda, Sec.-Trea., 259-6685; Juan V. Miranda y Mary Garcia son directores, 251-3392. "Si alguna persona está interesada en unirse a esta organización, puede hacerlo escribiendo o por teléfono o si gustan pasar por aquí seran bienvenidos porque está es su casa en 55 E. Humboldt St., aquí en San José," dicen los miembros. "Sin la duda no hay progreso."—Darwin.

CHIMES BUENOS Y MALOS (for some and others): Election of new officers of the MEXICAN AMERICAN CHAMBER OF COMMERCE was held on Thursday, August 29th in S. J. President John Zamora, 1st Vice-Pres. Dave Jimenez, 2nd Vice-Pres. Rudy Belluomini, Sec. Angie Martinez, Trea. Mary Esther Sanchez, Sgt.-at-Arms Tom Martinez and Parliamentarian Albert Carillo. To date, 54 new members joined up in the span of two weeks. Names and pictures will be featured in the future issues of El Excentrico. . . . Officers of the newly-formed EX-DEL RIO STUDENTS ASSN. are: Pres. Bob Clubb, Vice-Pres. Ruben Bejarano, Recording Sec. Alicia Garcia, Sec.-Trea. Viola Gonzalez, Sgt.-at-Arms Oscar Charles, Historian Julia Folsom, Reporter and Social Director Joe Gonzalez, Chairman of the ALFREDO CHARLES MEMORIAL SCHOLARSHIP is Art Espinoza, Steering Committee Ch. Alfredo Cervantez, Trustees of this very large group are: Joe Gonzalez, Alfredo Cervantez and Evangelina Rodriguez. Get your Texan Gallon Hats for their BAILE RANCHERO, Sat., Oct. 19th at Hardeman Hall con Los Hermanos Rojas for your zapatiadas y chanclasos. Dancing tickets are $2.50. Queen candidates for their up-coming fiesta are: Nereida De La Rosa, Eunice Cardenas and Doris Clubb. . . . it is with great regret and sorrow to anncunce the death of Miss Mary Crawford, co-owner of the Tropiciana Lounge. Miss Crawford was recently killed in an automobile accident and her passenger, Miss Anita Solarez was seriously hurt.

**Obtenga su Revista**

**EXCENTRICO en las tiendas**

**que aqui se anuncian**


**SIMON'S BEAUTY SALON**



TEDDY

Salon de Belleza Mexicano

Complete Beauty SERVICE

Open Sunday 9:00 a.m. to 3:00 p.m.

**Tel. 295-5391 - 1210 E. Santa Clara St.**

# Pink Elephant Mkt

## 2 TIENDAS para SERVIRLE A USTED

**Con Una Linea Completa de PRODUCTOS MEXICANOS**



MANUEL AUSTIN



FRANK RIVERA

Personalized Service

Food Stamps Accepted

HOT TORTILLAS Every Hour

BEER & WINE



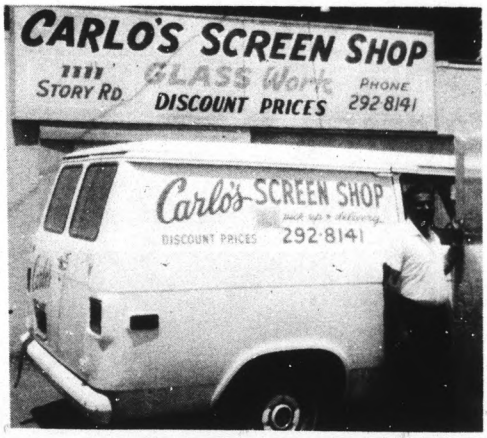
DANIEL SALAZAR

**No. 1 PINK ELEPHANT MKT.**
**400 S. King Road 272-2446**

**No. 2 Hyde Park-Pink Elephant**

**1098 N. First Street 275 - 1480 275 - 1485**

# CARLOS SCREEN SHOP




**REPARACION de**

Ventanas - Vidrio - Espejos

Baños - Shower Doors - Etc.

**CARLOS RUIZ, PROP.**

**292-8141** **1111 STORY ROAD**

(Cor. Story and McLaughlin)

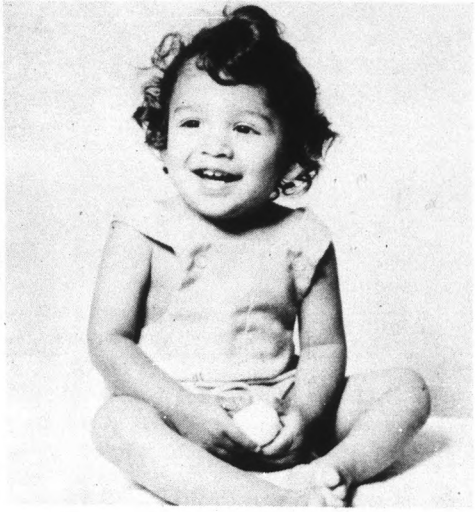


La niña DENISE YBARRA de 8 años de edad hizo su PRIMERA COMUNION el 17 de Mayo de 1974

Sus padres son

Rene y Yolanda Quiroz

(Mac Hernandez Studio)



Engalana nuestra ALBUM INFANTIL

el niñito JESSIE GAETA

Quien arrivo a San Jose Hace aproximada mente un año

Sus padres son

Jesse y Jessie Gaeta

(foto MAC HERNANDEZ)

# MARTHA'S PLACE

## Restaurante Mexicano



Abierto para Desayunos de Lunes a

Viernes de 8:00 a.m. a 10:00 p.m.

CERRADO los DOMINGOS

**Tel. 298-5865**

MENUDO y POSOLE Jaliciense

Los Fines de Semana

ORDERS TO GO

Manitas de Puerco Estilo Guerrero

Cerveza y Vinos Importados

**1005 LINCOLN AVENUE**

Nosotros Felicitamos a Nuestra Comunidad por la Brillante

Forma de celebrar esta Fecha Memorable del 16 DE SEPT

GRAN DESFILE EN SAN JOSE: DOMINGO 15 DE SEPTIEMBRE


NATIONAL AUTO BODY
FREE ESTIMATES
INSURANCE WORK
GIL PEREZ 266-0799
1862 ALMADEN RD.

VIVA MEXICO !!!



MUSICA LATINA



YOLANDA N GONZALEZ
MANAGER
85 So. Second St.
289-9920



VIVA LAS FIESTAS PATRIAS
MICHAEL' S AUTO SALES
' AUTOS, BUENOS, BONITOS Y BARATOS'
1898 ALUM ROCK AVE. 286-5690

FRANK'S FRANK SAVALA
AND APPLIANCE
USED FURNITURE
294-1750
37 W. San Fernando
San Jose, Ca. 95113

JOSE CASTELLANOS Phone 298-2474
Joe's Tailoring
35 E. SANTA CLARA
SAN JOSE



Lone Star Tavern
"COCKTAILS"
"MEXICAN HOFBRAU"
Lunch $1.89
Your Choice — Enchilada, Taco, Tamale, Tostada, Burrito
Buy One — GET ONE "FREE"
YOUR HOST
EDDIE DAVILA
295-9985
451 E. TAYLOR ST.

MI TEJANITA
Taverna



295-0125
84 N. Market St.

BOTANICA
SANTA BARBARA
CANDLE SHOP
295-2505
BLANCA PINTO
791 So. First St.

S.O.S. TV
SERGIO VELASCO
Phone 998-8344
874 E. SANTA CLARA ST.
SAN JOSE, CALIF. 95116

SILVA'S MARKET
FRESH MEATS
WHOLESALE and RETAIL
Carlos Silva
251-1432 1870 Alum Rock Ave.

Marglads
BRIDAL SALON
1202 The Alameda
San Jose 294-0755

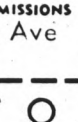
Rabins Fashions
Tel. 238 - 2424
323 EAST
RIDGE MALL
Upper Level

BLANQUITA Auto Body
TUNE-UPS - CARBURETOR & ELECTRICAL
BRAKE & WHEEL SERVICE
- CLUTCH & TRANSMISSIONS
2003 Alum Rock Ave
251-9854

Acapulco
Mexican Restaurant
FRANK & HOPE MADRIGAL
259-9933
233 K WHITE R

JANITZIO RESTAURANTE
NOS CAMBIAMOS A JARRITO
CAFE AL 101 N. SAN PEDRO
SUS AMIGOS
ALBINO Y CLARA LOPEZ

293-3486
La Elegancia
Barber Shop



1183 E. SANTA CLARA ST.
SAN JOSE, CALIFORNIA

MODERNE
DRUG CO.
50 E. Santa Clara St.
998-8800 San Jose

LU LEEN'S
BRIDAL CLOSET
BRIDES OF ALL AGES AND ALL SIZES
GRANT PLAZA PHONE 248-6000
2096 EL CAMINO REAL
SANTA CLARA, CALIF. 95051

DALE & REYES CAFE
GOOD MEXICAN FOOD
AND TORTAS
998-9966 782 N. 13TH

Casa Arce
251-9070
mexican restaurant
2687 story road

ESPI (Prop.) Phone 295-9795
El Rebozo
RESTAURANTE
118 E. SANTA CLARA
SAN JOSE, CA



# De Acosta's Restaurant

**"El Restaurante para LAS FAMILIAS"**

CARNITAS CARNE ASADA MOLE POBLANO MENUDO TAMALES

SERVIDAS AQUI O PARA LLEVAR

Tel. 287-1053 — Abierto diariamente de 7:30 a.m. a 10:30 p.m.

CERVEZA MEXICANA CERVEZA del PAIS

**1384 LINCOLN AVENUE** **(Esquina con Minnesota Ave.)**

# La Rosa Pharmacy

IN DOWNTOWN SAN JOSE SINCE 1945

BANKAMERICARD welcome here

HOURS
MON. THRU SAT.
9:30 A.M.
to 6:00 P.M.
CLOSED SUNDAY

SE HABLA ESPAÑOL

*– FREE DELIVERIES –*

PRESCRIPTION SPECIALISTS

**294-5030**

56 W. SANTA CLARA

HYPO ALLERGENIC COSMETICS

WE HONOR FIRST NATIONAL CREDIT CARDS

# SELIX

FIRST IN FORMAL WEAR SINCE 1908

60 So. 2nd St., San Jose
Ph. 294 - 2322

4611 Stevens Creek Blvd.
247 - 8141 Santa Clara, Ca.

Para Servico Professional

## En la RENTA y COMPRA de TRAJES



**ANTONIO, DAVID**

ABIERTO DE LUNES A
SABADO 9 A.M. A 5:30 P.M.
JUEVES 9 A.M. A 8:30 P.M.

- PARA BODAS
- QUINCEAÑERAS
- Y OCASIONES ESPECIALES

"Se Habla Español"

POR LA TARDES
SOLAMENTE CON CITA

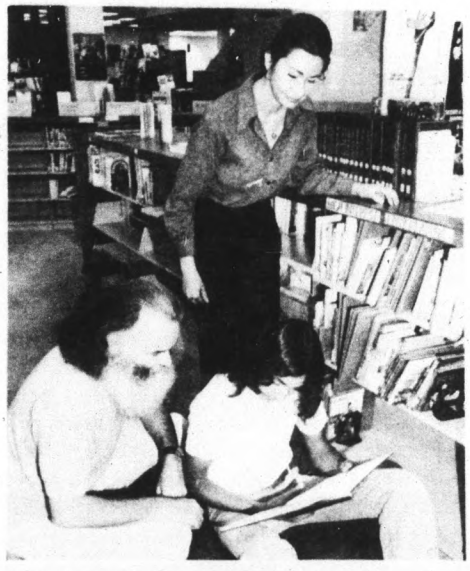


En la foto Jorge Godinez,
Bobby Zamora y Los Segundos

# EL TACONAZO

Conjuntos Notenos - Mariachis
Bebidas Compuestas
Cerveza Helada
ABIERTO todos LOS DIAS

**998-9242 - 630 South First Street - San Jose, California**

## MENTALLY HANDICAPPED

Easy reading books available for the mentally handicapped are reviewed at San Jose's Main Library by SERVE librarian Ed Cavallini, city librarian Virginia Carpio and Ronnie Sierra, Neighborhood Youth Corps summer worker.




En la grafica el popular ART MARTINEZ
y parte del atento personal.

# ART MARTINEZ

— *MEN'S WEAR* —
Special SALE on Suits !
**$39.95 and Up**
SPORT COATS $24.95 and Up
SAVE UP to 1/2 OFF
Use our Lay Away Plan - First National
Master Charge or Bank of America
HOURS: 9:30 a.m. - 5:30 p.m.
Thursday and Friday til ' 9:00 p.m.

**TWO STORES TO SERVE YOU**

**293-3236 86 S. FIRST ST. OAKRIDGE MALL 933 Blossom Hill Rd.**



**Srita. Toni Sanchez ganadora del titulo de Srita. Mexico 1974. Nacio en Zac. Mexico el dia 18 de Enero de 1956 sus padres son Mr. and Mrs. Nenorio Sanchez, es cajera en el centro de compras eastridge, le gusta jugar tenis y se siente orgullosa de ser Mexicana.**

---

El Organismo Mexicano Civico y Cultural tendra su baile de Coronacion el dia 8 de Sept. en los salones de el hotel Le Baron de 8 a 12 p.m. en el cual la Srita. Mexico 1974 sera coronada por el Consul de Mexico en San Jose, Sr. Carlos Troyo. La Srita. Toni Sanchez ganadora de este concurso este ano, ira a pasar una semana en Mexico D.F. con gastos pagados y viajara a dicha ciudad por la linea mas comoda para viajar MEXICANA DE AVIACION.

El Organismo Mexicano Civico y Cultural presentara un grandioso programa literario musical en el Auditorio Civico de esta Cd. El dia 12 de Septembre de 8 a 10 p.m. en este programa tomaran parte artistas de reconocida fama como Rafael Ontiveros, Victor Buelna, y la cantante de rancheroRayito Acosta mas un formidable Ballet que nos transportara a Mexico atraves de bailes rejionales de diferentes estados. SRITAS. QUE PARTICIPARON EN EL CONCURSO "SRITA. MEXICO" 1974—Srita. Toni Sanches ganadora con 64 puntos; Srita. Judith Ann Castillo, 2do, 59 puntos
Srita. Patricia Lopez, 3er., 54 puntos; Srita. Rosie Aguirre, 52 puntos; Srita. Gloria Lara. 47 puntos; Carmen Garza, 45 puntos; Rosario Jaime, 41 puntos.


***For Your***

WEDDING INVITATIONS

***Call 292-4273***

**Humberto or Bert Garcia**

**274 TERRAINE ST. SAN JOSE, CALIF. 95110**


---

**Mesa Directiva del Organismo Mexicano Civico y Cultural**

Isquierda a derecha

Sr. Javier Mauricio, Dir. de Programas Educativos; Sra. Lucy Olguin, Dir. de Programas Culturales; Sr. Alfredo Bersosa, Dir. de Programas Civicos; Al Frente, Srita. Martha C. Zepeda, Secretaria; Sr. Carlos Avitia, Presidente; Sr. Hugo Jimenes, Vice-Presidente; Sra. Teresa Bersosa, Pro-Secretaria; no presentes en la foto Sr. Daniel Olquin, Tesorero y Sr. Jose Orta, Pro-Tesorero.



Nosotros Felicitamos a Nuestra Comunidad por la Brillante

Forma de celebrar esta Fecha Memorable del 16 DE SEPT

GRAN DESFILE EN SAN JOSE: DOMINGO 15 DE SEPTIEMBRE

# VIVA MEXICO !




ASUNTOS DE INMIGRACION
NOTARIO PUBLICO,
CARTAS,
DOCUMENTOS,
TRADUCCIONES
ANGIE ROCHA 286-6135
210 S. 1ST ST. 286-6182

FREE ESTIMATES.....
CENTRAL AUTO BODY

Insurance Work - Frame Work
Foreign & Domestic Repairs
712 NO. 13TH ST
BUS (408) 998-3306
GABE OR CARLOS
VELASQUEZ

Lena Manriquez Gomez
DIRECTOR
DOWDLE & MANRIQUEZ MORTUARY
293-3747
1066 South Second Street

EL PARAISO RESTAURANT
PROP. CONSEPCION AVILA
MURILLO 294-2010
43 POST ST. SAN JOSE

Bonampak RESTAURANT
401 SOUTH KING ROAD PHONE
SAN JOSE, CALIF. 95116 (408) 926-1433

VIVA MEXICO
FURNITURE DISCOUNT
HOUSE HANK COCA, PROP
82 E. SANTA CLARA ST.

MANUEL M. MARTINEZ
REALTOR
DIAL 251-3626
1666 E. SANTA CLARA ST.
SAN JOSE, CALIF. 95116

"LA MANTILLA"
Bridal Boutique & Flowers
CAMPBELL PLAZA
Tel. (408) 374-6601
2435 Winchester Blvd.
CAMPBELL, CALIFORNIA 95001

APTS. FOR RENT
FROM 95.00
CALL 294-2050
MR. SANCHEZ

EAST FOOTHILL TV
German Landaverde
SALES & SERVICE
1275 Piedmont Rd.
San Jose 251-3403

JENNIE'S HAIR FASHIONS
293-1897
680 WILLOW ST.

Armando Yanez
NEWBY'S AUTO SALES 292-1607
355 W. SAN CARLOS
SAN JOSE, CA 95110

EL NUEVO CHAPPARRAL SUPER MARKET
1001 E. SANTA CLARA ST
21ST & SANTA CLARA STS.

MACHADOS'S BARBER SHOP
Louise Machado, Prop.
289-1229 697 N. 21st Street
(Cor. of Taylor and 21st)

EL PATIO CLUB
'Bailes los fines de semana' 293-1998
360 W. San Carlos

PANADERIA
LA ESPERANZA
SALVADOR BENAVIDEZ
301 N. FIRST STREET

Office: 295-5160 JOSEPH D. LIMA
Funeral Director
Lima Family-Erickson
CATHEDRAL and MEMORIAL CHAPELS
710 Willow at Delmas Ave.
San Jose, Calif.

PANADERIA
LA SONORENSE
AUGUSTINE ROBLES
286-3767 NOTARIO PUBLICO
163 WILLOW ST

EL NUEVO MICHOCAN RESTAURANT 293-3663
ART & RITA GUZMAN
131 W, SANTA CLARA ST.

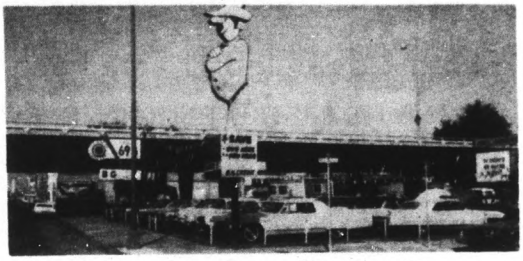
Spanish-English Language Services
COURT INTERPRETING
DEPOSITIONS
MEDICAL EXAMINATIONS
TRANSLATIONS
80 S. FIRST ST. 297-6166

AURORA D. MARTINEZ
TELEFONO 297-6166
80 SOUTH FIRST ST.

SOLICITAMOS TRABAJADORES
AERO HYDRO, INC.
1184 N. 4TH ST
1184 N 4TH ST. 288-6956

# B & G AUTO SALES

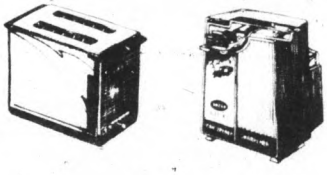


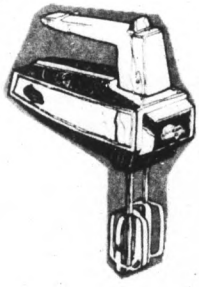



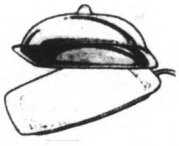
**Aqui Su Credito es BUENO —We Carry Our Own Contracts**

**Tel. 295-7601** **698 S. FIRST ST.**

# ZALES®
JEWELERS









**Your Choice**

**Limited Time Only**

**Downtown SPECIALS**
**Formerly $8.88**
Now Only $4.44

292 - 4910 65 S. FIRST ST.

# DR. LAWRENCE H. STERN
OPTOMETRISTA

Examinacion de Ojos
Adaptacion de Lentes
LENTES DE CONTACTO

Abierto diariamente de 9:30 a.m. a 5:30 de la Tarde
CERRADO LOS DOMINGOS

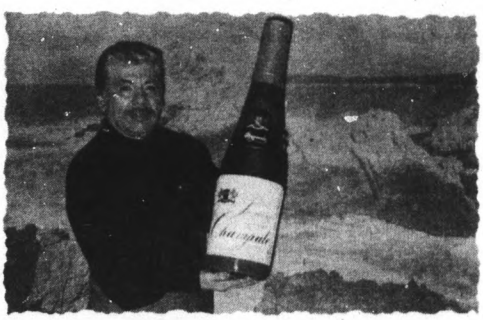
Se Habla Español

295 - 4805 67 S. FIRST ST.



En la grafica Annette y el Doctor Stern le atenderan.

IN ZALES Jewelry Building
(Downtown San Jose)



# *El Tropical Club*

**TONY JORDAN y SU CONJUNTO**
**Con su cantante**
**EL NEGRITO BLANCO**
**Todos los Viernes, Sab. y Domingos**

**DANNY RAMOS, Prop.**

293-9731 1620 Almaden Rd

Nosotros Felicitamos a Nuestra Comunidad por la Brillante

Forma de celebrar esta Fecha Memorable del 16 DE SEPT

GRAN DESFILE EN SAN JOSE: DOMINGO 15 DE SEPTIEMBRE


RESTAURANT EQUIP. NEW & USED
AUCTIONS - APPRAISALS
BAR - CO. SALES
408 241-6086
2217 THE ALAMEDA
SANTA CLARA, CA. 95051

VIVA MEXICO !!!



258-7752
IMPERIAL UPHOLSTERY
1600 E. SANTA CLARA STREET
SAN JOSE, CALIFORNIA 95116
TINO CASTILLO

FINE WORKMANSHIP



El Tropical Club
DANNY RAMOS
293-9731 1620 Almaden

Mission Chapel
of RANCADORE & ALAMEDA
Phone 293-0073
600 S. Second at Reed
San Jose, California

998-9252
El Paso Bar
Mariachi Music
606 S. First Lupe

295-9719
LUPITA'S
Mariachi Music
600 S. First Lupe



MARIA'S DRESS SHOP
Tel. 258-9445
Maria Flores, Prop.
2828 EL MONTE WAY

VIVA MEXICO!
FOOD BOWL MARKET
33rd & McKEE ROAD

AGENCIA ZERTUCHE
TODA CLASE DE CARTAS
INMIGRACION, ETC.
294-0184 O 295-0345
406 WEST SANTA CLARA

LoMONACO'S Jewelers
251-4100
2904 ALUM ROCK AVE

VOQUE SALON
DE BELLEZA
259-2014
2635 McKEE RD.

BEST AUTO PARTS
Jose Manuel Lugo
PHONE 259-8285
428 SOUTH KING ROAD

BEST T.V. REPAIR
JOHN & LUIS CHACON
OWNERS
926-3029
599 E. TAYLOR ST.
SAN JOSE, CA 95112

CAPRI INN
WE SERVE MEXICAN DINNERS
CALL 295-4150
855 NORTH 13TH STREET
SAN JOSE, CALIF. 95112

DUMAS WIG & BEAUTY SUPPLIES
259-9911
14172 STORY ROAD & WHITE
EAST SAN JOSE, CA

Jen's Beauty Hacienda
654 EAST JULIAN
SAN JOSE, CALIFORNIA
292-7484

CLUB TICO TICO
PH. 251-9815



2021 ALUM ROCK AVE.

ANGELIQUE'S
BEAUTY SALONS
1128 KING RD.
415 ASBURY & SPRING
259-2100 295-2700



Hair Care
Beauty Salon
HIGH FASHION HAIR STYLING
AND COLORING
258-4103 233-H So. WHITE RD.

BOON DOCKS SALOON
GREG MOLINA, PROP.
295-9876
1621 ALMADEN RD.

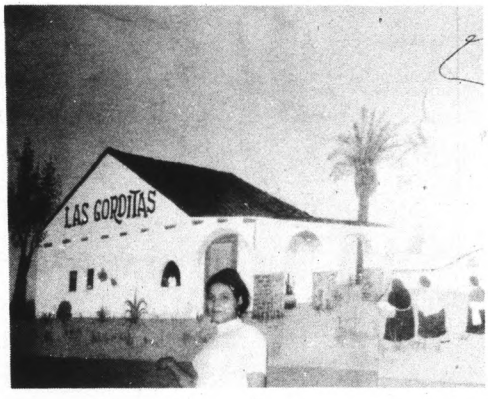
ALMA'S TEXAS CAFE
PROP. ALMA VARA
79 POST STREET




Specializing in Mexican Delights

2040
McKee Rd.
(between King and Jackson)
259-1221

# LAS GORDITAS MEXICAN RESTAURANT




"TRY OUR GORDITAS"

Real Homemade Mexican Food to
Eat here or to Take Out
Abierto Diariamente de
6:00 a.m. a 10:00 p.m.
Viernes y Sabados hasta las 2:00 a.m.

289-9285 49 POST STREET

SERVING
SANTA CLARA VALLEY
SINCE 1937

dm DOWDLE & MANRIQUEZ MORTUARY

*Lena Manriquez Gomez*
*Director*

**DAY OR NIGHT CALL**
**293-3747**

1066 South 2nd St. San Jose



## DOS SUPER MARKETS para SERVIRLE MEJOR!




Completo Surtido de Verduras

CARNES FRESCAS

Productos Importados de Mexico
y Sud America

Abiertos 9:00 a.m. a 8:00 p.m.
Domingos 9:00 a 7:00 p.m.

**El Nuevo CHAPARRAL MKT. Tel 998-8028 1010 E. Santa Clara St.**
(Esquina 21 y E. Santa Clara Sts.)

**THRIFT MARKET Tel. 294-9151 910 Spring and Hedding Sts.**

El Fotografo
de las
ESTRELLAS

**RICHARD DIAZ**
**292 - 3294**



PHOTO SOUVENIR
De las fabulosas cantantes, nada menos que las HERMANITAS RASSO
Quienes dejaron a su auditorio altamente complacido el 4 de Julio en los terrenos de la Feria de Santa Clara. →



MISS AMERICAN GI FORUM
Fremont, California Chapter

ANGELICA RIOS

This lovely creature was crowned QUEEN at the Napredak Hall

← CONGRATULATIONS



BAPTISM
REINA CARMINA RANGEL
received the Holy Sacrament of Baptism on August 3, 1974
Her parents are Carmen & Jesse Rangel
Her Godparents
Ray and Nancy Ballesteros →



# Club San Felipe

Candy Veliz

## CLUB SAN FELIPE

Everyone that attended Club San Felipe's 16th Anniversary ball helped us make it a complete success and we thank you. We hope that you enjoyed being there as much as we enjoyed having you. Again, Muchas Gracias! Here are some photos of the dance. Photo shows Pres. Tino Castillo presenting Richard Martinez with the most valuable award and out-going President Mario Garcia.

Photo shows Club Pres. Tino Castillo with in-coming and out-going queen. Photo shows out-going queen with in-coming queen and escorts.







## FOOD DRIVE

The United Food Drive would like to thank the bands that donated their services for their second annual dance. They were Connie Caudillo & his band, Manteca, Los Paisanos and also very appreciative to Los Hermanos Rojas for standing by. In the name of the United Food Drive chairman Lino Cubarrubias a million thanks to all of those that helped make it a success, and last but not least—La Fiesta Latina Hall—Gracias.

( continued next page )

In photo we see Mary dressed in white (which was her favorite color) in the company of Los Tijuaneros. Like always Mary was always surrounded by many friends and admires. She will be missed by everyone that knew her. May she rest in peace.



SAN FELIPE . . . . . (CONT.)

## MEL MORAN

It is with great pleasure that I announce that Gama Guevara's and my very good friend, recording star Mel Moran has been promoted head of producing and recording for MARSOL Products of San Antonio, Texas and Los Angeles, Calif. We would like to offer our congratulations.

## EXTENDED VISIT

Joe Martinez from Los Angeles went to Del Rio, Texas for one week's vacation and stayed two months—Ay socorrito eso es Amore.

We find ourselves shocked and lost for words in reporting the death of our good friend and businesswoman, Mary Crawford.


*For Your*

WEDDING INVITATIONS

*Call 292-4273*

**Humberto or Bert Garcia**

274 TERRAINE ST. SAN JOSE, CALIF. 95110

SALON AZTECA

**Se Renta para todos los**

EVENTOS SOCIALES

**Llamen al Telefono**

225-1062 Sr. Lucio Bernabe

**o al**

292-7193 Sra Maria De Anda

**15 ANERAS BRIDES BRIDESMAIDS**

**DESIGNING - ALTERATIONS**



MARIA'S DRESS SHOP

*Maria Flores, Prop.*

**Tel. 258-9445 2828 EL MONTE WAY**

**GLOBAL AUTO BODY**



Propietario Robert Lopez

**TALLER de CARROZERIA**

**y PINTURA**

Presupuestos GRATIS!
"We Work on Any
Auto Insurance Claims"

**286-1109 904 S. 6th Street**
( Near 6th and Martha)

DR. JUAN DE HERAS, D.C.

**OFICINAS QUIROPRACTICAS**

**2351 Forest Aenue - San Jose**

**Directamente atras del Valley Fair**

**Shopping Center**

**Telefono 249-1244**

Casos de Accidentes Automobilistcos
Casa o Trabajo.

**IDA'S TUXEDO RENTAL**

**292-9102 380 S. FIRST ST.**

BLACK SUIT
Directors Coat and Vest
Full Dress Suit
Cutaway Coats and Vests

RED, WHITE, BLUE
BLACK & GRAY
KING GEORGE - TOM JONES

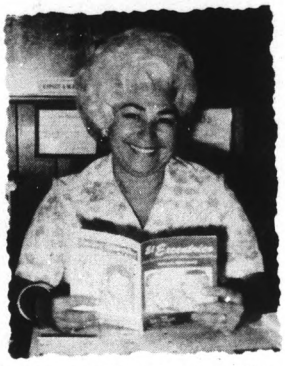


**Regular Hours**
9 A.M. to 6 P.M.
Mon., Thurs., Fri.
9 A.M. to 9 P.M.
Sat. 8 A.M. to 5 P.M.

INCLUDES SHIRT, TIE, CUFF LINKS, CUMMERBUNDS, STUDS AND SUSPENDERS

We Rent and Sell Santa Claus Suits

" THE OPEN HOUSE REALTORS "



"Se Habla Español"
Mary Saiz
Res: 258-7028

# J. S. Williams Co.

## EAST SAN JOSE FOOTHILLS

REALTOR®

**HOMES • RANCHES • INCOME**

*See Our Picture*
*Arcade Of Over 300 Homes*
*Available Now!*



**Day or Night 259-6759**

**McKee Rd. at Kirk Av.** **San Jose**

For the BRIDE ...
On Your Most Special Day

## WEDDING GOWNS $39.99 to $119.99

**Gowns for BRIDESMAIDS and MOTHERS of the Bride**



**Rabins** *fashions*

**We Specialize in Presentations**

Open Daily till 9:30 p.m.
Sunday 12:00 to 5:00 p.m.
ALL BANK CHARGES

**Tel. 238 - 2424** **323 EASTRIDGE MALL** **Upper Level**

# NUEVO MICHOACAN



THE BEST IN
MEXICAN FOOD

**SPECIALS on WEEKENDS**

Imported
Mexican Beers

ART & RITA GUZMAN, Props

**Tel. 293-3663** **131 W. Santa Clara St.** **San Jose, Ca.**

Padrinos de Velacion
*Enriqueta Franco*

Padrinos de Lazo
*Aurora Cardenas*

Padrinos de Arras
*Francisca Paredes*

Padrinos de Ramo
*Susana Fierro*

Padrinos de Libro y Rosario
*Ma. De Jesus Martinez*

Padrinos de Cojines
*Rosa Hilda Nieto*

Padrinos de Libro y Rosario
*Eusevio Martinez*

Padrinos de Cojines
*Javier Paredes*

PAJECITO
*Saul Cardenas, Jr.*

PAJECITO
*Ann Elizabeth Barron*

M L P

*Sra. Diega Fierro Vda. de Nieto*
*Sr Jesus y Sra. Transito Paredes*
*participan a Ud. el enlace de*
*su nieta e hijo*



## *Luz Elodia Franco*

*y*

## *Manuel Paredes*

*Y tienen el honor de invitar a Ud. y a su apreciable familia a la ceremonia religiosa que se verificara el Sabado 19 de Octubre de 1974, a la 1:00 de la tarde*

*Iglesia Holy Trinity - 1940 Cunningham Avenue*
*San Jose, California*

Padrinos de Velacion
*Juan Franco*

Padrinos de Lazo
*Saul Cardenas*

Padrinos de Arras
*Miguel Paredes*

Padrinos de Ramo
*Antonio Fierro*





**PETER AND PETER**

SPORT CAR
& FOREIGN CAR
SERVICE

**PETE VILLALOBOS** **PETE ROJAS**

**SPECIALIZING IN REPAIRING of**

MG - TRIUMPH - PORSCHE - MORRIS - AUSTIN - HEALEY - ASTON MARTIN
DATSUN - TOYOTA - ALFA ROMEO - RENAULT - VOLKSWAGON - SUNBEAM
JAGUAR - VOLVO - FIAT - FERRARI - MERCEDES

Your BANKAMERICARD welcome here

**We Honor Most Major Credit Cards**

**Open Monday thru Friday till 6 p.m**

**Call 246 - 3700** **FREE ESTIMATES!**

We Honor master charge

First National Bank GOLD CARD First National Bank CREDIT CARD welcome

2561 EL CAMINO REAL Santa Clara, California

# Marglads

Monday, Tues. Wednesday & Friday
9:30 a.m. to 5:30 p.m.
THURSDAY 12:00 to 9:00 p.m.
SATURDAY 9:30 a.m. to 5:00 p.m.

## BRIDAL SALON

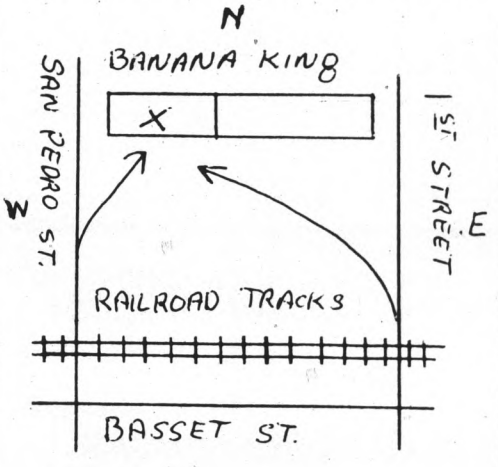
Is famous for individual attention
WEDDING GOWNS
BRIDESMAID GOWNS
MOTHER OF THE BRIDE
PROM DRESSES
PRESENTATIONS

**294 - 0755** **( Free Parking In Rear)** **1202 THE ALAMEDA**

## BANANA KING LOUIE

**Verduras y Legumbres**

Batalla un Poquito para Encontrarnos
pero a Ud. le gustaran nuestros Precios




Abierto Diariamente de 9 a.m. a 5 p.m.

**AMPLIO ESPACIO para ESTACIONAMIENTO**

**399 N. FIRST ST.** **SAN JOSE, CA.**

## JESS' PLACE







COMIDA MEXICANA
CERVEZA Bien Helada

**225-3052** **3088 Monterey Highway**

## El Excentrico

**PLEASE REMIT $5.00**

Check— Money Order—
FOR ONE YEAR'S SUBSCRIPTION
274 Terraine St. San Jose, Calif. 95110

NAME_____
ADDRESS_____
CITY_____ STATE_____ ZIP_____

**— SUBSCRIPTION BLANK —**

# Banco de San Jose

## Su Banco

Salutes Mexican Independance DAY!

## SEPTEMBER 16

Saturday Banking from 9:00 to 12:00 noon

FREE CHECKING SERVICE

Member Mexican American Chamber of Commerce

Member FDIC

**2490 Story Road 923-4100**

**San Jose, California**

## AMBER ROOM

Under New Management



**Conjunto de LARRY HERNANDEZ**

**BAILE LOS FINES de SEMANA**

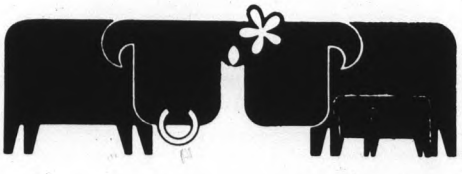
CERVEZA BIEN HELADA

Larry and Rosie, Props.

**998-9379 448 W. Santa Clara St.**

**San Jose**

## SIZZLER FAMILY STEAK HOUSE



VIVA MEXICO!

**Restaurante para Familias**

Abierto Domingo a Jueves

11:00 a.m. a 9:00 p.m.

Viernes y Sabados 11 a.m. a 9:30 p.m.

**Adam P. Coronado**
**para servir a Ud.**

258-1401 1720 Story Road



COMENTARIOS

PEDRO DILLON

# Coche No. 23




"ASI QUE, ¿usted quiere ir a Puerto Realización? Hay una sola manera de llegar. Hay que tomar en esta parada el coche Nº 23, y bajar en. . ."

"Pero yo no quiero tomar el coche Nº 23. Me gusta más el Nº 17, porque es mi número de suerte".

"Lo lamento, pero el 17 va en el otro sentido".

"Además, el 17 es mucho más cómodo".

"Perdóneme, pero no hay forma de llegar a Puerto Realización con el 17. El 23 es el único que llega hasta allí".

"Por favor, déjeme ir esta vez en el 17. Van muchos jóvenes y gente simpática".

"Sí, pero ellos no van a donde usted quiere ir. Viajan muchos jóvenes y gente simpática también en el Nº 23".

"Sea buena. Haga que el 17 vaya hasta Puerto Realización, por esta única vez. Tenga la bondad".

¿Qué clase de loco es ése? preguntará usted. Cualquier persona cuerda sabe que si uno quiere ir a un lugar determinado, tiene que seguir el camino que conduce a tal lugar. Sin embargo, cuando se trata del destino final, el triunfo en la vida y la eternidad, algunos que se creen inteligentes son igualmente insensatos.

Fíjese usted en su actual forma de pensar y vivir, y es fácil predecir a dónde va a llegar al final. Es imposible invertir las leyes del universo o de la lógica, para que arriba sea abajo, o que una mentira dirija a la verdad, o que uno que rechaza la orientación de Dios en su vida ahora, llegue después a la felicidad o a la vida eterna.

Jesús habló de dos caminos: el ancho que lleva a la perdición, y el estrecho, que lleva a la vida. Esta diferencia entre ancho y estrecho no significa, como algunos creen, que el camino espacioso ofrezca más libertad a los viajeros, puesto que no hay libertad en el estar desorientado. Simplemente quiere decir que es más fácil encontrar el camino ancho: hay que seguir a la multitud, nada más, sin esfuerzo ni decisión propia. La persona que sabe a dónde quiere ir y se fija bien en la forma correcta de llegar, sigue el camino menos poblado, pero encuentra la libertad verdadera.

Jesús dijo: "Yo soy el camino, la verdad y la vida. Solamente por mí se puede llegar al Padre (Dios)" (San Juan 14:6). ★




LA PLAZITA MEXICAN RESTAURANT

RESTAURANTE para FAMILIAS

Se Sirve Almuerzo - Lonche y Cena

Abierto de Lunes a Jueves 7 a.m. a 9:00 p.m.
Viernes y Sabado hasta las 12:00 de la media Noche

Domingos de 9:00 a.m. a 9:00 p.m.

Adam y Maria Coronado
Props.

998-9199

89 E. San Fernando Street



# Gloria's Bridal Salon...

....A VERY SPECIAL PLACE TO FIND THAT SPECIAL GOWN THAT BECOMES A SPECIAL MEMORY...

**294-4450**

36 SOUTH 2nd SAN JOSE

*SINCE 1947*

- wedding gowns
- bridesmaids gowns
- mother of the bride
- formals
- street wear
- lodge

**PRICES to SUIT ALL BUDGETS**

**Bridemaids from $36.00**

**WEDDING GOWNS from $69.95**

*Most Major Credit Cards Accepted*

OPEN MON. & THURS. TIL 9 P.M.
ALL PARKING TICKETS VALIDATED

# AMERICAN REALTY

Llame Hoy Mismo Dia o Noche

**259-9400**

Ofrecemos Servicios en Prestamos de FHA y VA

Once Oficinas para Servirle

**259-9400** **1604 STORY RD.**

Invita a personas que hablen Español que visiten la oficina en 1604 Story Road

Para servicio profesional en la Venta y Compra de Casas Para servir a clientes latinos

**FRANK B. MORALES**
Branch Manager

**JOHN JARAMILLO**

**VIRGINIA MEDINA**

**JOE MENDOZA**

***SAN JOSE, CALIFORNIA***

# MARIA'S COCKTAIL LOUNGE

**El Centro Nocturno Mas Elegante de Toda la Bahia**

## DANCING Every Week End

**The Best Combo in the Bay Area**

A GAY & LIVELY ATMOSPHERE



**DAN and MARIA AGUIRRE, Props.**

El Night Club Mas Elegante en toda la Bahia, lo Mejor en Hi-Balls Y MUSICA para BAILAR !

**295-9872** **728 N. 13th St.** **San Jose, Ca.**

# DE LA ROSA LATIN AMERICAN IMPORTS

**Nueva Localidad — 80 S. First Street**

Yerbas Medicinales Discos Libros

Revistas y Periodicos Tarjetas para toda Ocasion

DULCES MEXICANOS ARTICULOS RELIGIOSOS TRAJES TIPICOS

**297-4976** **80 SOUTH FIRST ST. (En frente de Calzado Canada)**



# El Excentrico

25th Year No. 11 September 5, 1974

**HUMBERTO GARCIA** PUBLISHER — **BERT GARCIA** MANAGER

**MARC GARCIA** EDITOR — **M. FERNANDEZ** PRODUCTION

**RUDY BELLOUMINI** PUBLIC RELATIONS — **RICHARD DIAZ** PHOTOGRAPHER

**DANIEL SALDAÑA** **CANDY VELIZ**

**ANGIE MARTINEZ** **MARY B. SAUNDERS**

**PEDRO DILLON** **ARTEMIO CARRANZA**

**PAUL CURIEL** **RUBEN FLORES**

**MA. ANTONIETA HERNANDEZ**

EL EXCENTRICO IS PUBLISHED SEMI-MONTHLY ON THE 5TH AND 20TH. SIGNED OPINIONS AND IDEAS EXPRESSED IN THIS PUBLICATION ARE NOT NECESSARILY THOSE OF ITS MANAGEMENT NOR SPONSORS.

PRINTED BY

***GARCIA PRINTING***

292-4273 274 Terraine Street

San Jose, Calif. 95110



AGENCIA DE INHUMACIONES

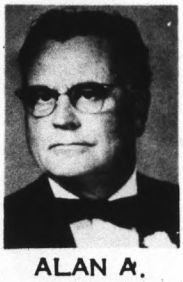
**MISSION CHAPEL**

**RANCADORE & ALAMEDA**





A. ALAN ALAMEDA



ALAN A. ALAMEDA

Sirviendo a la colonia desde 1933

Abierto las 24 Horas - Se Habla Español

**Tel. 293-0073 - 600 S. 2nd Street**



**LAS CAZUELAS**

Aqui Encontrara el MENU mas Extenso y Variado de toda la Bahia

Lo Mas Selecto y Delicioso En Comidas Mexicanas

***Carmen Gonzalez, Prop.***

**297-6370 30 S. SECOND ST.**

# ESMERALDA JEWELERS

## GRAND OPENING SPECIALS

Loose 1/4 Kt. Solitaire
Diamond Brilliant Cut
$150.

Special Purchase from Belgium

**10% DISCOUNT with COUPON**

**ARRAS MATRIMONIALES**
**ARTICULOS RELIGIOSOS**

**Medallas Crucificos Rosarios**



lz. a der: para atenderle Hector J. Villegas
Rudy Tenes y Pepe Valdez, Props.

**Joyeria diseñada por Artifices Mexicanos**

**See Our Large Selection of Indian Turquoise Jewelery**

**FREE ESTIMATES on WATCHES & JEWELRY REPAIRING**
**Engraving and Keys Made on Premises!**

**10% DISCOUNT** **10% DISCOUNT**

## GRAND OPENING DISCOUNT COUPON

**10% Discount on the Purchase of Any Item With This COUPON**

**FREE EAR PIERCING**

## ESMERALDA JEWELERS

**Phone 247-8318** **3511 El Camino Real**
**(In Lawrence Square Shopping Center)** **Santa Clara, California**

**Offer Good Only till September 30th**

**Miembros de la Camara de Comercio Mexico - Americana**
**y California Jewelers Association**

# Furniture Discount House

82 E. SANTA CLARA SAN JOSE CORNER OF THIRD STREET

## CADENA de MUEBLERIAS

TEL. 297-9486

F D H



## HANK COCA

Prop.

## Primera Muebleria Latina

## 15 Años de OPERACION!

422-9669 607 E. Market St. Salinas, Calif.

485-5240 1501 Broadway — Fresno, Calif.